

AUG8/12 13.10
*** WPXI-TV ***

ALEXANDRIA, VA 22314

	CLASS: NATL.	LOCAL	REGIONAL
--	--------------	-------	----------

(CIE)

Age Group	Total	Male	Female	Male	Female
18-24	15.2	14.8	15.6	14.5	15.9
25-34	22.1	21.5	22.7	21.2	23.0
35-44	28.3	27.8	28.8	27.5	29.1
45-54	31.5	31.0	32.0	30.8	32.2
55-64	24.7	24.2	25.2	23.9	25.5
65-74	12.8	12.5	13.1	12.3	13.3
75+	5.4	5.2	5.6	5.1	5.7

DATE AUG8/12 13.10

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AGENCY ADVERTISER CODE = 155		AGENCY EST# = 2954	
AGENCY PRODUCT CODE = 426			
1	1100P-1135P	30	
PROGRAM : CHNL 11 NWS-11<			
CON COM1 : CHNL 11 NWS-11<			
2	500P-530P	30	
PROGRAM : FIRST AT 5			
CON COM1 : FIRST AT 5			

REP HEADLINE# 6268546
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG8/12 13.1
 *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	4	\$1,650.00	10/19	10/19	1		FRI	1
4			1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11<	30	4	\$2,000.00	10/22	10/22	1		MON	1
5			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	4	\$175.00	10/22	10/22	1		MON	1
6			500P-530P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	4	\$800.00	10/22	10/22	1		MON	1
7			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	4	\$1,650.00	10/22	10/22	1		MON	1
8			700P-730P PROGRAM : JEOPARDY-WKND CON COM1: JEOPARDY-WKND	30	4	\$675.00	10/20	10/20	1		SAT	1
9			800A-1030A PROGRAM : CH11 NWS SA AM< CON COM1: CH11 NWS SA AM<	30	4	\$375.00	10/20	10/20	1		SAT	1
10			530A-800A PROGRAM : SUN MRN NWS CON COM1: SUN MRN NWS	30	4	\$350.00	10/21	10/21	1		SUN	1
11			600P-630P PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM	30	4	\$675.00	10/21	10/21	1		SUN	1

REP HEADLINE# 6268546
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206
 CREDIT ADVISORY: AGENCY
 ORDER WORKSHEET

FAX# 215 564 1103
 CREDIT RISK !!!
 HARRIS REPORT FROM REP

AUG8/12 13.1
 *** WPXI-TV **

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			700P-830P PROGRAM : STEELERS FNA CON COM1: STEELERS FNA	30	4	\$7,500.00	10/21	10/21	1		SUN	1
13			800A-1000A PROGRAM : CH11 NWS SU AM CON COM1: CH11 NWS SU AM	30	4	\$375.00	10/21	10/21	1		SUN	1
14			1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11<	30	4	\$2,000.00	10/25	10/25	1		THU	1
15			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	4	\$175.00	10/25	10/25	1		THU	1
16			530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	4	\$800.00	10/25	10/25	1		THU	1
17			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	4	\$1,650.00	10/25	10/25	1		THU	1
18			1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11<	30	4	\$2,000.00	10/23	10/23	1		TUE	1
19			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	4	\$175.00	10/23	10/23	1		TUE	1
20			530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	4	\$800.00	10/23	10/23	1		TUE	1

REP HEADLINE# 6268546
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG8/12 13.10
 *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21			700P-730P	30	4	\$1,650.00	10/23	10/23	1		TUE	1
PROGRAM : JEOPARDY												
CON COM1 : JEOPARDY												
22			1100P-1135P	30	4	\$2,000.00	10/24	10/24	1		WED	1
PROGRAM : CHNL 11 NWS-11<												
CON COM1 : CHNL 11 NWS-11<												
23			500P-530P	30	4	\$800.00	10/24	10/24	1		WED	1
PROGRAM : FIRST AT 5												
CON COM1 : FIRST AT 5												
24			700P-730P	30	4	\$1,650.00	10/24	10/24	1		WED	1
PROGRAM : JEOPARDY												
CON COM1 : JEOPARDY												
OCT/12						32725.00						
CONTRACT TOTAL												32725.00
TOTAL SPOTS												24

MARKET TOTALS \$130,900 WPXI 25% KDKA 34% WTAE 24% WPGH 17% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*